

**Your Success  
in Life  
and Business  
is Limited!  
Unless You  
Sharpen Your  
Speaking and  
Presentation Skills!**



# ***Become a High-Powered Speaker and Trainer!***

**The Dynamic 3-Day  
Speaker/Trainer Boot-Camp  
with International Trainers,  
Dr. George Bien & John Rozsa**



The further up the success ladder you move, the more important becomes your ability to speak and communicate powerfully and sincerely!

Whether or not you become a professional speaker, if you don't enhance your communication-speaking skills, you will fail to achieve your greatest potential in life.

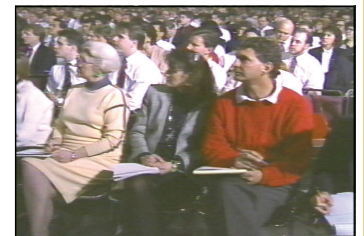
**Whether you are a professional speaker and/or workshop-seminar leader, or you simply want to be a more confident, charismatic communicator, these may be *the most important 3-days of your life!***

**Studies have shown that people who speak better are perceived as being more attractive, sexy, exciting, and intelligent, and make more money.**

**Public speakers, motivational speakers, inspirational speakers, keynote speakers, workshop leaders and seminar presenters are among the highest paid people in the world!**

**There are a handful of people who have already mastered the art of delivering winning presentations. They channel their nervousness into positive energy, use precise body language and vocals to reinforce their authority, and can seemingly turn every potential disaster into opportunity with grace and style. These people have perfected methods and strategies that guarantee strong and effective presentations.**

***You Too Can Learn the Secrets of the Master Presenters and Communicators!***



***You will be delivering Presentations like a pro during the Workshop — Comfortably and Enthusiastically!***

**These tools will work whether you're a novice at speaking in front of a group, or a seasoned veteran who would like to enhance his/her presentation skills!**

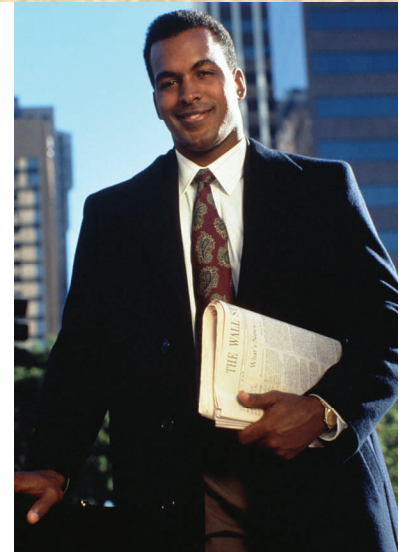
***Deliver*** captivating presentations that engage the full attention of your listeners!

***Extinguish*** your fears of public speaking and gain unshakable confidence!

***Learn*** how to express yourself, to be “real,” so your audience feels your sincerity and believes every word you speak!

***Create*** a Charismatic personality that draws people towards you!

**With over 11 million meetings and conventions scheduled each year,** nearly all professional trade associations, most major corporations, schools and universities, religious organizations, governmental agencies, charitable foundations, and social clubs search for and hire speakers to provide both education and enlightenment for their meeting attendees. And because “education and enlightenment” are usually an organization’s primary responsibility, meeting planners spend a large portion of their budget on hiring YOU, the speaker. The opportunities for trainers are equally enormous.



Your presentation style may be strictly educational in nature or it may be motivational. You may wish to enlighten through humor or you may wish to inspire through emotion. Your lecture may be full of statistical data or it may include creative stories. You may prefer small audiences with whom you interact or you may enjoy the thrill of a standing ovation from the crowd in a stadium. **We will help you define your strengths and we will guide you toward your most comfortable stage presence. We will then help you “IGNITE” your presence and create powerful delivery!**

***Just a Some of What You Will Learn . . . . .***

- How to channel nervousness into positive energy.
- How to create a personal "Flow State" to access your information easily and reliably.
- The 8-Steps to strengthen your personal and inter-personal impact.
- How to develop heightened sensory acuity to be aware of everything that's going on in the room.
- The "Three 'Variables'" of group dynamics.
- How to Improve your impromptu and extemporaneous speaking
- How to develop a "Charismatic Presence" that draws people towards you.
- How to empower your attendees, bring out their best, and make them want to come back.
- The OASIS method for enhancing your speaking.
- Credible/Approachable Voice Patterns.
- The "Four Cornerstones" of communication.
- How to add humor to spice up your presentations.
- The techniques used by actors and entertainers to add poise and polish.
- How to deal effectively and tactfully with difficult attendees.
- Proven interactive group exercises as ice breakers and rapport builders.
- The powerful characteristics of great communicators.
- Three ways to exercise your voice to project more confidence and credibility.
- Effective uses of body language - your greatest visual aid.
- How to "Turn On" energy, spontaneity and creativity at will.
- How to handle "question and answer" sessions effectively.
- When and how to use props, and when to avoid them.
- How to effectively enroll (without a hard sell) your attendees in future classes. And much more.....

## Partial Seminar Outline.....

- **Primary Presentation Skills:** Getting totally present and on target to what you want to accomplish. Leaving the concerns of the day behind. Re-channeling fears into positive energy. Reading the mood of the room. How the mind retains information. The four "cornerstones" of communication. Using creativity to "jump-start" the minds of your audience members.
- **Creating Dynamic Interaction:** Getting your audience to fill the front of the room first. The four objectives every presentation. Avoiding the five "deadly sins" that turn off listeners instantly. Getting people to act on what you tell them. A 20-point checklist to help you understand your listeners. Capturing your listeners' attention in the first 15 seconds. Accessing your information easily and reliably through your personal "flow state." Creating a powerful vocal image. Using creative "Ice Breakers" for immediate rapport and interaction. Maintaining proper timing. Using your environment to empower your message.
- **Extending Interactive Processes:** Strategies for strengthening your personal impact. Utilizing heightened sensory acuity to tune into your complete environment. The essence of group dynamics. Honing nonverbal behavior to effectively direct group dynamics. The "four quadrants" for assigning attributes.
- **Creating a Powerful Presence:** Using "credible" verses "approachable" voice patterns. Utilizing the techniques and strategies of "Master Presenters." Developing a "Charismatic Personality." Precise "Modeling Strategies:" for enhanced presentation skills. Effective use of your "greatest visual aid" - body language. Projecting more confidence and credibility with your voice. Overcoming the common verbal stumbling blocks that sabotage credibility. "Turning on" energy, spontaneity and creativity at will.
- **Maintaining Control and Credibility:** Effectively handling question and answer sessions. Three stages of group-reaction to inappropriate individuals. Effectively dealing with difficult disruptions - show-offs, ramblers and hecklers.
- **The Effective "Soft-Sell":** Basic criteria for professionalism. The essence of mutual respect. Effective marketing techniques for enrolling attendees in future programs. And Much More!!!



**The Dynamic 3-Day Speaker/Trainer Boot-Camp will have giving powerful, effective, and captivating presentations and training programs in no time!**

- **Tell Stories that'll Keep Your Audience Riveted!** Stories are the ideal way for you to pull the emotional triggers of your audience. Story telling allows you to clarify your message better than any plain old explanation ever could. We help you become a natural storyteller!
- **Engage Your Audience with Body Language and Natural Gestures.** People are drawn toward natural, animated human movement. We'll help you attain the body language that'll help drown out the "chatter" inside your audiences' heads.
- **Use Humor to Shift the energy from "Seminar Audience" to "A Gathering of Friends!"** Even the dullest of personalities can have an audience in an uproar with just minutes of practice. It's easier than you think!
- **Become an Original!** Delivering originality is one of the key secrets to a speaker's success. We'll show you how to make your message blossom with creative authenticity.
- **Drive Your Message Home.** We'll have you igniting your groups with passion, motivation and a desire to come back.
- **Synergize Your Audience!** We'll help you become skilled at uniting your audiences and creating a dynamic rapport with the whole group.
- **Maintain Continuous Audience Engagement.** We'll teach you how you can get the group raising their hands, nodding in agreement, answering your questions and getting up on their feet.

### You will learn how to . . . . .

- **Use posture and voice inflections congruently!**
- **Speak in pictures that your audience's brains receive instantly!**
- **Think quickly on your feet and recover from blunders convincingly!**
- **Deal with problem attendees effectively!**
- **Shift feeling states instantly and move your audience's emotions in seconds!**
- **Energize yourself, stretch your outcomes, and give more than expected!**

Graduates of this Seminar  
will be eligible for  
Certification as a Professional  
Trainer (CPT) by the  
American Society of Professional  
Speakers & Trainers (ASPST)

Visit us on the Web . . . .  
[www.georgebien.com](http://www.georgebien.com)

  
**B & R**  
**Speaking**  
**Training**  
**Consulting**

### About Your Trainers:



**Dr. George Bien** has inspired and changed the lives of hundreds of thousands of people. George has been featured on numerous television programs, including: Donahue, Good Day New York, First Edition, America's Talking, Alive and Wellness, Fox 5 News, WWOR-TV, NBC News and Inside Edition. He has conducted trainings for numerous organizations, including Fortune 500 companies: the Lipton Corp., Goen Seminars, Typin Steel, Soft Touch Computer Associates, International Vendors Association, Touro College, Five Towns College and Harvard University.



**John Rozsa, MA, PhD (ABD)** from Columbia University, brings over 20 years of seminar leading experience, including nine years as a seminar leader for Landmark Education (The Forum). John created, designed and led his own transformation seminars for 14 years. He has trained seminar leaders for 9 years, and has led Mentor training programs for New York Youth at Risk. He is a former Certified Public School teacher and School Principal. John co-owns SLC Conference Center.



**Become a "High-Powered" Speaker & Trainer!**  
**The Dynamic 3-Day Speaker/Trainer Boot-Camp**  
**Next Training Aug 3, 4 & 5, 2007 at the Source of Life Conference Center**  
**Call for details: 718-886-8007 or 212-244-8888**

**Source of Life Conference Center**  
352 7th Ave # 16, New York, NY 10001  
16<sup>th</sup> Floor  
(212) 244-5888

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**August 3rd, 4th & 5th, 2007!**